

FALL 2023

entrepreneurship & innovation
WORKSHOPS

09.07.23 / 12:30-1:30 PM @THE HUB

1 UNLEASHING ENTREPRENEURIAL POTENTIAL

Discover how improvisation techniques can enhance your self-efficacy as an entrepreneur, helping you think on your feet, adapt to challenges, and embrace risk-taking with confidence.

Led by Stacey Mason, CEO/founder, The Improv Lab

9.11.23 / 4-5:30 PM @THE HUB

2 MARKET MASTERY

Discover how harnessing the power of research can fuel your business growth, enhance decision-making, and give you a competitive edge in the market. Led by Catherine Corley, Business and Innovation Consultant at Arkansas Small Business and Technology Development Center

9.20.23 / 12-1 PM ON ZOOM

3 AI IN BUSINESS

Explore the transformative potential of AI and how it can revolutionize your company's growth, efficiency, and customer experience. Gain valuable insights and practical strategies to leverage AI technologies, empowering you to stay ahead of the competition and unlock new opportunities in the digital era. Led by Jakob Michaelis, CSO, Dave Creek Media

**FOOD PROVIDED
AT ALL WORKSHOPS**

4 ENTREPRENEURIAL STORYTELLING

10.03.23 / 12-1:30 PM / @ THE THE HUB

Unlock the transformative potential of storytelling to drive meaningful change as an entrepreneur. In this dynamic session, you will learn the art of crafting compelling narratives that inspire action, resonate with your audience, and ignite positive impact.

Led by Adena White, Founder and Chief Storyteller, Blackbelt Media

5 MASTERING LEAN CANVAS

10.12.23 / 12-1 PM ON ZOOM

Streamline your success by mastering the Lean Canvas for Entrepreneurs
Led by Pamela Reed, Managing Director, The Venture Center



UNIVERSITY OF
ARKANSAS

Entrepreneurship and Innovation

MORE

sign up at entrepreneurship.uark.edu



ELEVATE YOUR PITCH

11.02.23 / 12-1:30 PM @ THE HUB

Learn the art of entrepreneurial persuasion and discover how to deliver a compelling pitch that captivates investors, wins over clients, and propels your business forward.

Led by Grace Rains, Executive Director, Conductor

11.06.23 / 12-1:30 PM @ THE HUB



MASTER BANK LOANS FOR ENTREPRENEURS

Discover the ins and outs of obtaining bank loans, empowering you to navigate the lending process with confidence and achieve your business goals.

Led by Eileen Jennings, Director of Lending and Community Investment, Arvest Bank



FUEL YOUR ENTREPRENEURIAL JOURNEY

Discover the transformative power of the Entrepreneur Operating System (EOS) and unlock your full entrepreneurial potential. In this dynamic session, you will learn how to implement EOS principles and tools to drive business growth, enhance productivity, and achieve sustainable success. Led by Richard Cole, Certified EOS Implementer, EOS Worldwide

OUR LOCATIONS:

01

**DOWNTOWN
FAYETTEVILLE**



THE HUB

*Brewer Family
Entrepreneurship Hub*

123 W. Mountain St.
Fayetteville, AR

02

**U of A
CAMPUS**



THE STUDIO

*McMillon Innovation
Studio*

146 N. Harmon Ave.
Fayetteville, AR

03

**TRAIL-SIDE IN
BENTONVILLE**



THE GREENHOUSE

*at the Bentonville
Collaborative*

702 SE 5th St. Suite 46
Bentonville, AR

OFFICE OF ENTREPRENEURSHIP & INNOVATION

123 W. Mountain Street
University of Arkansas
Fayetteville, Arkansas 72701
479-575-7347
oei@uark.edu

**QUESTIONS? EMAIL
BJHOWARD@UARK.EDU**

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